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October 15, 2007

TO: COUNTY CLERKS/REGISTRARS OF VOTERS/VENDORS (07179)

FROM: JASON HEYES, VOTING SYSTEMS ANALYST

SUBJ: BALLOT COLOR FOR FEBRUARY 5, 2008 PRESIDENTIAL PRIMARY ELECTION

Pursuant to Elections Code §13003 and California Code of Regulations, Title 2, §20211, the Secretary of State's Office has selected a design and color combinations for use in the February 5, 2008 Presidential Primary Election. **The design for this election is the State Seal.** The color combinations are listed below.

Each county elections official has the option to distinguish party ballots according to the color scheme below. If the county elections official chooses not to distinguish the ballots for each party by color, then all ballots must be printed so that the background is tinted **White** and the design tint shall be tinted **Lavender PMS Purple**.

However you decide to distinguish political party ballots, whether by color or by some other means, all ballots must bear the same design, the State Seal.

For color-on-color combinations, the tint value for the background should produce a light tint. The design should be clearly visible and distinct from the background. The screen percentages for the design should be such that the outline is darker than the background and the interior area of the design is lighter than the background.

PARTY	BACKGROUND	DESIGN* TINT
Nonpartisan	Yellow PMS Yellow	Yellow PMS Yellow
American Independent	Orange PMS 151	Orange PMS 151
Democratic	Brown PMS 465	Brown PMS 465
Green	White	Orange PMS 151
Libertarian	Blue PMS 543	Blue PMS 543
Peace and Freedom	Red PMS 192	Red PMS 192
Republican	Lavender PMS Purple	Lavender PMS Purple

*Design is the State Seal